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"Consumer Time"



what's coming

Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST- *SATURDAYS*

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT

OUR FIRST FOOD - MILK

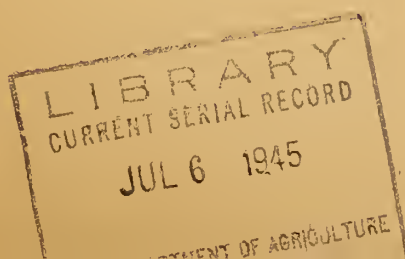
June 16, 1945

June is the biggest month for milk production. This year we have more milk than ever before in our country's history. "But where's it all going...why can't we get more butter?" -- is the question everybody is asking. And CONSUMER TIME answers that question, as well as many others on the milk situation...in a dramatic broadcast, Saturday, June 16.

Listeners will also hear why ice cream will be more scarce than ever this summer. And CONSUMER TIME will dramatize the story of how our fighting men in the Pacific Islands, are actually making their own ice cream...even on Iwo Jima.

Consumers will welcome the clear, authentic story of the milk situation to date.

-oOo-



WAR FOOD ADMINISTRATION
Commodity Credit Corporation
Washington 25, D. C.

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Payment of Postage, \$300.

OFFICIAL BUSINESS

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CONSUMER TIME

C762

ARE YOU AN INTELLIGENT BUYER?

NETWORK: NBC

DATE: June ³⁰ ~~28~~, 1945

ORIGIN: WRC

TIME: 12:15-12:30 PM- EWT

(Produced by the War Food Administration...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program....presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER...CLOSE DRAWER.

4. ANNCR: During the next 15 minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.

And here are Mrs. Freyman and Johnny.

5. JOHN: Are you...an intelligent buyer, Mrs. Freyman?

6. FREYMAN: Why, I don't know, Johnny...I'm a buyer, and I have certainly been led to believe that I'm....

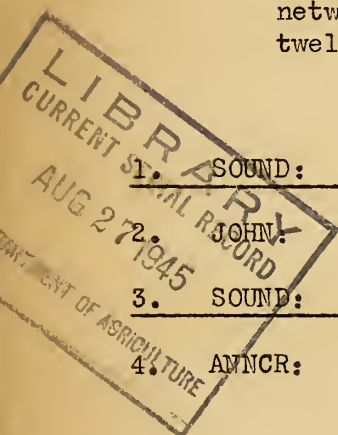
7. JOHN: An intelligent buyer is one who gets the best possible value in goods or services...for every dollar she spends.

8. FREYMAN: That sounds reasonable.

9. JOHN: You know this intelligent buying is quite a thing, I find out. Particularly nowadays, with better quality household goods hard to find...and many good foods so scarce.

10. FREYMAN: Oh...and you've learned all about this subject, Johnny?

11. JOHN: (ON THE BOASTFUL SIDE) I've made a deep study of the whole situation, believe me, Mrs. Freyman. I have become an authority on how to buy everything for the home, from string beans to wool blankets.



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12. FREYMAN: You rather sound like the answer to a housewife's prayer!
13. JOHN: (MODESTLY) Oh...now...I don't know about that! But...well...perhaps.
14. FREYMAN: Why don't you simply hang out a sign..."I answer all questions"?
15. JOHN: A sort of "advice to the lovelorn idea"?
16. FREYMAN: Or to the "shoplorn" maybe!
17. JOHN: (SUDDENLY) Mrs. Freyman, I think I'll do it! I'll start a sort of forum...and call myself...Mr. Philanthropy!
18. FREYMAN: (LAUGH) All right, Mr. Philanthropy! That will certainly be something worth seeing.

PAUSE:

19. ANNCR: (FILTER) First on our Mr. Philanthropy forum of questions and answers....the case of Mrs. L.R.A.
20. JOHN: All right, madam...step right up here, a little closer to the microphone, please. Th-a-a-t's it! Now, what is your problem, madam?
21. MRS. L.R.A.: (ON THE BROOKLYN SIDE) Mr. Philanthropy, I am a housewife, thirty eight years of age...
22. JOHN: Never mind the age, madam.
23. MRS. L.R.A.: And I come from...
24. JOHN: Ah...please, my friend, no cities, towns, states. We want this to be quite confidential you know. Now go ahead please.
25. MRS. L.R.A.: Well, Mr. Philanthropy, I'm getting to be a disagreeable woman, a really unpleasant person.
26. JOHN: And why is that?
27. MRS. L.R.A.: Oh, people in stores are so infuriating nowadays. Why, I was in the G.C....
28. JOHN: Please! No store names.

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29. MRS. L.R.A.: Well, it was this grocery store. And when I bought my groceries, I ...well...couldn't seem to figure out the number of ration points I needed. So I said to the clerk...I said... would you mind counting out how many points I owe?
30. JOHN: (PATIENTLY) And what did she say?
31. MRS. L.R.A.: She said real ugly..."Don't you know there's a war on?" Just like that. Well, I....
32. JOHN: And what is your problem, madam.
33. MRS. L.R.A.: Well, my problem is...if the store clerks can't figure out my ration points, am I going to have to buy only foods which aren't rationed?
34. JOHN: My dear lady, you are a lazy and indolent type of woman. Now you have what you consider the average intelligence don't you?
35. MRS. L.P.A.: (SUBDUED) Yes.....
36. JOHN: (FIRMLY) Well, count your ration points; don't expect busy clerks to stop work and do your work for you. Your newspaper keeps you posted on ration news, and you can figure out how many points you need each week, can't you?
37. MRS. L.R.A.: (WEAKLY) I guess so.
38. JOHN: Then do it.
39. MRS. L.R.A.: Thank you, Mr. Philanthropy.
40. ANNCR: (FILTER) The case of Mrs. P.J.
41. MRS. P.J.: (SLIGHTLY OFF MIKE) Mr. Philanthropy...I...
42. JOHN: Please, a little closer, my dear, so we all can hear you...
43. MRS. P.J.: (SOBS IN MIKE...SOUTHERN ACCENT) Mr. Phil...Philanthropy, I have a terrible problem.
44. JOHN: Now, calm down, and try to take it easy, sweetie...I mean... Mrs. P.J. What's the problem?
45. MRS. P.J.: My husband....b-b-beats me!

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46. JOHN: Oh now, come...you must have been doing something very, very wrong indeed.
47. MRS. P.J.: (SNAPS OUT OF IT) I must have been doing wrong! I must have! Why that low-down good-for-nothing I married...
48. JOHN: Well now let's hear all about it...
49. MRS. P.J.: (SLIGHTLY SOBBING AGAIN) Well...he...he...my husband happened to come home early one day, while I was...while I was...
50. JOHN: Yes, yes...go on.
51. MRS. P.J.: While I was in the kitchen.
52. JOHN: Wasn't that where you were supposed to be?
53. MRS. P.J.: Yes...but you see...I was just cooking dinner, and he came in. I didn't hear him...and I was pouring something down the sink.
54. JOHN: What were you pouring down the sink, madam?
55. MRS. P.J.: Oh, Mr. Philanthropy, I don't save all that grease...I save some but not all of it. It's such a lot of trouble and....
56. JOHN: You don't save all your kitchen fats?
57. MRS. P.J.: You sound like my husband.
58. JOHN: Don't you realize that the patriotic thing is not to save a little fat now and then...but all you can, all the time.
59. MRS. P.J.: Yes...I...
60. JOHN: That fat's really needed, and no joke. (COOLY) Madam, I admire your husband.
61. MRS. P.J.: (WEAKLY) Yes, Mr. Philanthropy.
62. JOHN: And if you don't hurry home to your kitchen and start saving fats the right way, I may be tempted to do just what he did.
63. MRS. P.J.: (SHRIEKS OFF MIKE...FADES)
64. ANNCR: (FILTER) The case of Miss R.S.
65. JOHN: Go ahead please.

Journal of Management Education 30(6)

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Journal of Management Studies, 19(1), 67-80.

66. MRS. R.S.: (JUVENILE) Mr. Philanthropy, I have just reached the marriage-
able age, and my parents after much persuasion on my part,
have consented to let me marry this wonderful corporal I met
last winter at the USO.
67. JOHN: And good luck to you both, my dear. Now what's the problem?
68. MISS R.S.: Well this is it, I am going to be married in a week and
although we have found an apartment, I don't know where to
buy furniture...or what kind to buy. Let alone, doing the
marketing...and things like that.
69. JOHN: Tell me this first, my dear...have you asked your mother to
help you start your homemaking.
70. MISS R.S.: Oh...Mothers are so old fashioned. I want modern things,
you know.
71. JOHN: Now listen my dear, remember this. You're a lucky bride if
you keep in mind that your mom is an experienced purchasing
agent in a hundred fields! That she's a good financial
planner....dietician, and cook. She learned it all by trial
and error.
72. MISS R.S.: Yes, sir.
73. JOHN: Now there are some shopping hints, though, that I can pass on
to you now...for instance...
74. MISS R.S.: Yes?
75. JOHN: You're lucky to be a June bride, because this time of year,
there are plenty of fresh fruits and vegetables on the market
and they're rationed free.
76. MISS R.S.: I see...
77. JOHN: Now remember to buy what's plentiful and in season...they cost
less, and you can find all you want.
78. MISS R.S.: Oh dear, I should take this down.

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79. JOHN: And don't pass up bargains, either! Fruits and vegetables that are badly shaped or not quite spick and span, may have just as much food value as the "de luxe" beautiful ones! And these bargains will help save money. Corporals don't make much money do they?
80. MISS R.S.: Oh no sir, they sure don't.
81. JOHN: All right...here's more economy: buy ^{by the} / pound or basket, instead of buying a dime's worth at a time. And...always watch the scales to make sure you get all you pay for.
82. MISS R.S.: Yes, Mr. Philanthropy.
83. JOHN: On canned fruits and vegetables, look for the grade mark, and remember these grades are for color and shape, not food value. So don't pass up Grade C. And last, be sure to read everything on the label. That's intelligent buying. And good luck to you.
84. MISS R.S.: (WEAKLY) Thank you, Mr. Philanthropy.
85. ANNCR: (FILTER) The case of Mrs. O.S.
86. MRS. O.S.: Mr. Philanthropy, I'm in a terrible predicament.
87. JOHN: Now let's be calm and collected, my dear.
88. MRS. O.S.: I have been married for ten years.
89. JOHN: Have you any children?
90. MRS. O.S.: Four...
91. JOHN: And are you happily married?
92. MRS. O.S.: Well, up until this year, everything seemed to be going fine, I thought. Then I began to find out things.
93. JOHN: And what things were those?
94. MRS. O.S.: My husband has been bearing a grudge.
95. JOHN: Oh, he has!
96. MRS. O.S.: Yes. He's been bearing a grudge, and he's been taking it out on me and the children.

97. JOHN: Well now, what is that grudge, madam? It would help with the problem if we knew.
98. MRS. O.S.: But that's just it.
99. JOHN: What?
100. MRS. O.S.: I don't know.
101. JOHN: You don't know? Tell me, madam, is that kindly looking gentleman in the audience...is he your husband?
102. MRS. O.S.: Yes.
103. JOHN: May I ask him to come up here to the microphone.
104. MRS. O.S.: Yes.
105. JOHN: Would you come up here please, sir. Thank you. Now you've heard what your wife said. Could you help us on this problem? She said you were bearing a grudge.
106. MR. O.S.: Look, Philanthropy, if on cold winter nights when you crawled into bed and pulled the covers up over your ears you found your feet sticking out in the cold, wouldn't you get mad? Wouldn't you burn up? Wouldn't you?
107. MRS. O.S.: Oh, is that it...?
108. MR. O.S.: Well you needn't talk about it as though it were a little thing. Believe me, there's nothing worse, night after night, to try to get comfortable in...
109. JOHN: Now wait, wait, let's be patient with each other. Mr. O.S. why haven't you mentioned this before. Your wife didn't realize...
110. MR. O.S.: I didn't mention it before because whenever I mention things like...well...the fact that the new mattress began to sag around the edges two weeks after she bought it new...she'd say "things are bad all over", or something like that.
111. MRS. O.S.: But you can't get inner-spring mattresses nowadays.
112. JOHN: I know...I know... Let's hear the rest...

113. MR. O.S.: Then take the matter of bath towels. If there's anything I like, it's a big bath towel. But what do I find in my bathroom...little colored towels with flowers and trimmings. I like a big towel.
114. MRS. O.S.: But Mr. Philanthropy, I...
115. JOHN: All right, all right. Now first I want to say that I'm ashamed of a grown-up mother and father of four children who can't settle their differences any better than you two have. But however, you have come to me, and here is my advice. First, madam, about those short blankets and sheets. That is a crime. One of the most important considerations in buying bedding is to get sheets and blankets long enough and wide enough. Read the labels. When you find good sheets in the stores, don't just rush in and buy them regardless. Look for the label telling the size.
116. MRS. O.S.: Mmmmm hmmm, I see.
117. JOHN: And about blankets...don't let the color and feel dazzle you. Again, read the label...for size, for quality, weight, color fastness, shrinkage, and so on. It's all on the label.
118. MRS. O.S.: (PLEADING) But I do want to say about the matter of the mattress...
119. JOHN: Yes, mattresses are hard to find. I know that. But some are better than others. Look for the quality of the covering, look carefully at the kind of edging. See that the side walls are well reinforced to prevent sagging.
120. MR. O.S.: (IN A GLEEFUL WAY) Now...about the towels!

I should be glad to have you send me a copy of the book.

Yours very truly,

Wm. L. G. [Signature]

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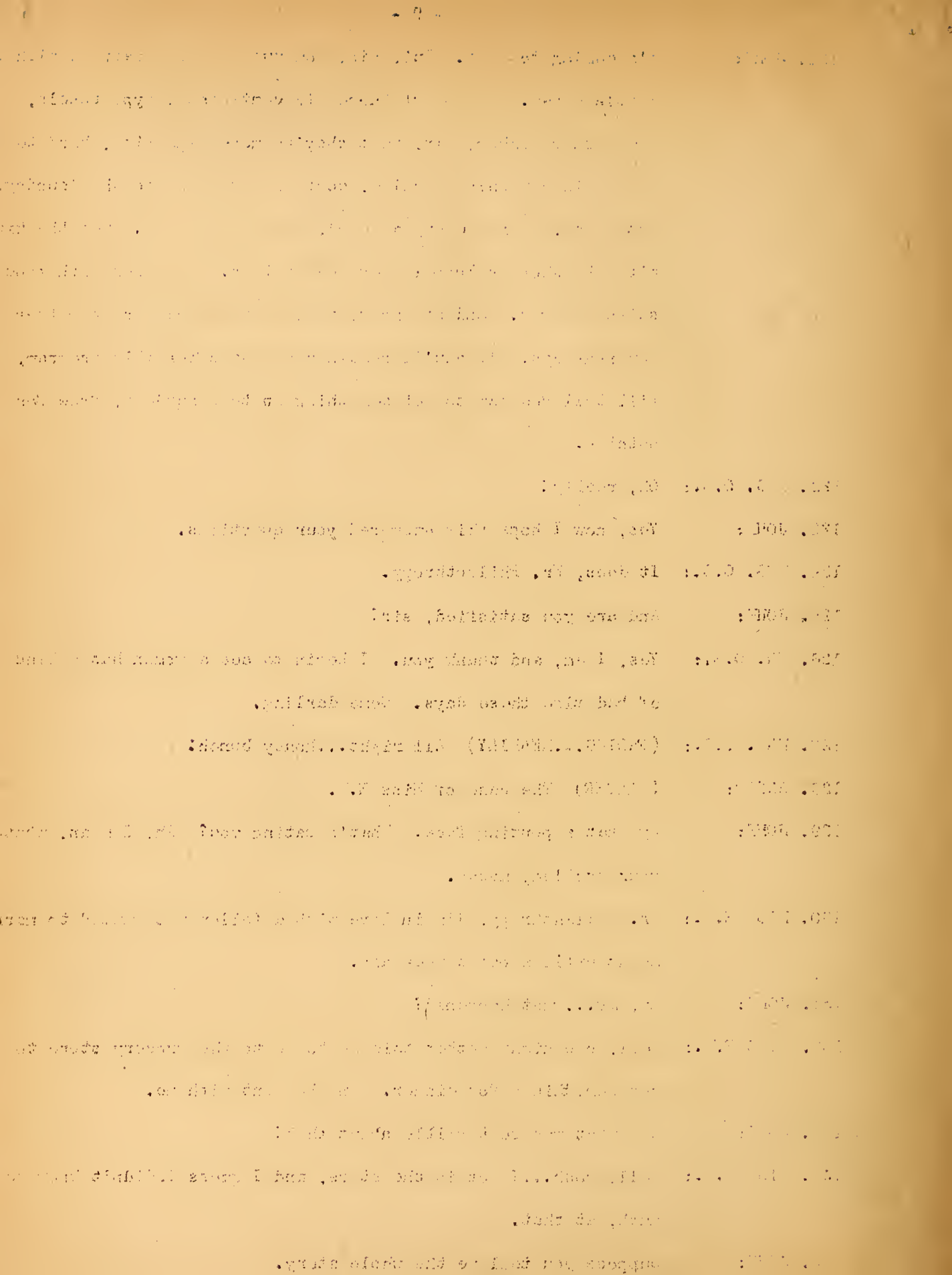
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121. JOHN: I'm coming to that. But, sir, you must be more patient with the little woman. Now about those big continental type towels, you must remember, sir, that they're more expensive, hard to handle in a washing machine, cost more to send to the laundry. But madam, when you buy a towel, be very careful. Get the kind with the shorter loops; they wear better. Get ones with good selvage edges. And remember, too, white towels are a better buy nowadays. If you'll remain a moment after this program, I'll tell you how to get something on this subject, free for nothing.
122. MRS. O.S.: Oh, really!
123. JOHN: Yes, now I hope this answered your questions.
124. MRS. O.S.: It does, Mr. Philanthropy.
125. JOHN: And are you satisfied, sir?
126. MR. O.S.: Yes, I am, and thank you. I begin to see a woman has a kind of bad time these days. Come darling.
127. MRS. O.S.: (FADING...MERRILY) All right...honey bunch!
128. ANNCR: (FILTER) The case of Miss E.W.
129. JOHN: My what a pouting face. What's eating you? Ah, I mean, what is your problem, madam.
130. MISS E.W.: Mr. Philanthropy, I'm in love with a fellow who wanted to marry me up until about a week ago.
131. JOHN: My, my...what happened?
132. MISS E.W.: Well, one night Mother told me to go to the grocery store to get some things for dinner. And he went with me.
133. JOHN: And what was so terrible about that?
134. MISS E.W.: Well, gosh...I got in the store, and I guess I didn't know so much, at that.
135. JOHN: Suppose you tell me the whole story.



136. MISS E.W.: Well, I had to get eggs for one thing. To me, eggs are eggs. They're all alike. Except that the good ones are white and the brown ones aren't so good.
137. JOHN: Ah ha! All right, go ahead please.
138. MISS E.W.: Well, I just went in and asked for a dozen eggs. The man gave them to me and I said please take out the brown ones and put in white ones.
139. JOHN: (MEANINGLY) Yes...
140. MISS E.W.: Then my fellow said, "aren't you going to look for the date?" And I said "what date". And I picked up an egg or two, to look, but there wasn't no date on them anywhere. I thought he was kidding, so I just laughed.
141. JOHN: I see. Mmmm hmmm.
142. MISS E.W.: Then we went to the meat counter.
143. JOHN: Yes...
144. MISS E.W.: They happened to have lamb chops.
145. JOHN: Lucky for you.
146. MISS E.W.: But that's just it. At first I didn't want 'em because they had purple ink all over the backs.
147. JOHN: And your fiance heard you remark about that?
148. MISS E.W.: (SUBDUED) Yes sir.
149. JOHN: I see, go ahead.
150. MISS E.W.: But the meatman explained it was harmless, and that it was an inspection sign or something. So I said "OK" and he said they were utility grade. The lowest grade, that is. And I said poof, if they're low grade we don't want 'em. So...
151. JOHN: So?
152. MISS E.W.: So I got hot dogs. I like 'em better anyhow.
153. JOHN: I see.

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154. MISS E.W.: (MOURNFULLY) Well, I date our trouble back to that night.
Horace just doesn't....
155. JOHN: No names please.
156. MISS E.W.: He just doesn't come around any more. Doesn't even call.
157. JOHN: All right, my dear. Now I'll tell you what a little uneducated idiot you've been. And why this boy is right in being leery of taking you as his wife.
158. MISS E.W.: (SADLY) Yes, Mr. Philanthropy.
159. JOHN: But there is hope, and if you learn, he may get up nerve enough to ask you again.
160. MISS E.W.: I hope so.
161. JOHN: All right. Brown eggs and white eggs. There's no difference in quality. Just as good, both of them. Two, the date of the eggs is on the box, not on the eggs. Look for it, to be sure the eggs are fresh. And look for the U. S. Government grade mark.
162. MISS E.W.: Yes...all right.
163. JOHN: Little eggs should cost less than big eggs. Use better quality eggs for poaching, boiling, frying.
164. MISS E.W.: I see.
165. JOHN: Now about meat. Oh, dear.
166. MISS E.W.: Oh dear what?
167. JOHN: How you ever got to be this old...well, never mind. The purple inspection stamp is put on by the Government to show the meat has been inspected thoroughly for health and cleanliness. The grade shows the quality. This important information is stamped on in purple ink...and that seal is edible...of course.
168. MISS E.W.: I see...

169. JOHN: Now Utility grade meat is very good. Has much the same food value as any other meat. All you have to do is cook it a little slower. Utility meat is a good buy. All right?
170. MISS E.W.: Yes sir.
171. JOHN: Now look. Find out about how to buy intelligently. Learn some of the tricks of smart shopping; what to look for when you go marketing. When you have your pretty head filled with probably the first useful information you ever learned...then trick that young man into going shopping with you again, and he may change his mind. And best of luck to you.
172. MISS E.W.: Thank you, Mr. Philanthropy.
173. ANNCR: (FILTER) We've run out of time.
174. JOHN: OK, come over here, Holly Wright, and tell the people how to get a free copy of Consumers' Guide.
175. WRIGHT: Friends, in the June issue of Consumers' Guide magazine, there's a mighty interesting article full of timely hints on how to shop wisely! This copy of Consumers' Guide is yours free. Write to CONSUMER TIME, Washington 25, D. C. Read the article entitled, "New Buyers Come to Market". It tells about ration free foods, about buying furniture and other household equipment in wartime. Send for your free copy of Consumers' Guide magazine. Write to CONSUMER TIME, Washington 25, D. C. And be sure to include your name, address, and the name of the station to which you're listening.
176. FREYMAN: Well, Johnny...you did a landoffice business as Mr. Philanthropy.
177. JOHN: Yep...kind of enjoyed it, myself. What's for next week, Mrs. Freyman.
178. FREYMAN: Next week...a little drama on why and how to keep prices down. It's going to be fun.
179. JOHN: Be with us then, for another edition of....

180. SOUND: CASH REGISTER
181. ANNCR: CONSUMER TIME!
182. SOUND: CASH REGISTER
183. JOHN: How your money buys a living in wartime!
184. SOUND: CASH REGISTER....CLOSE DRAWER.
185. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration, through the facilities of the National Broadcasting Company and its affiliated independent stations.

It comes to you from Washington, D. C. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

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• *Leptocryptus* *leptocryptus* (Hagen)

"Consumer Time"



what's coming

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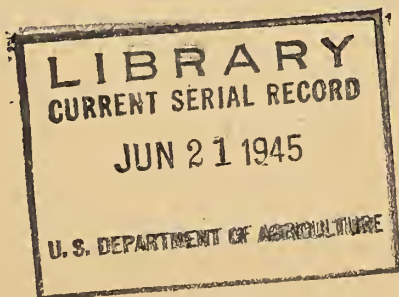
SAFE AT HOME

June 30, 1945

More people lose their lives in home accidents than in any other single kind of accident. More people are/in falls... Most accidents happen in the kitchen, just around mealtime...more often on Saturday and Monday.

These and many other interesting and important accident facts are brought to CONSUMER TIME listeners, on Saturday, June 30, 12:15-12:30 PM-EWT.

In a fast-moving humorous drama...CONSUMER TIME tells the story of the Jones family...an absent-minded family that some kind of accident is always happening to. Mrs. Freyman and Johnny do the narrating, and there are plenty of good sound lessons on home safety, for every listener.



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CANNING YOUR VICTORY GARDEN

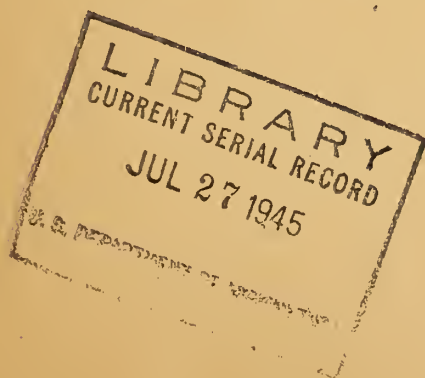
July 7, 1945

Commercially processed vegetables and fruits are expected to be in limited supply this fall. Many homemakers, whether they have done so before or not, are making plans to can food at home this summer.

CONSUMER TIME listeners on Saturday, July 7, will get some extra special suggestions on food preservation...along with valuable information on the use and conservation of sugar in home canning.

Mrs. Freyman and Johnny cast as newlyweds, Nancy and Paul, bring Aesop's fable of the Grasshopper and the Ant up to date with a kitchen drama of food preservation for the winter days to come. There will be free booklets on home canning for the listeners.

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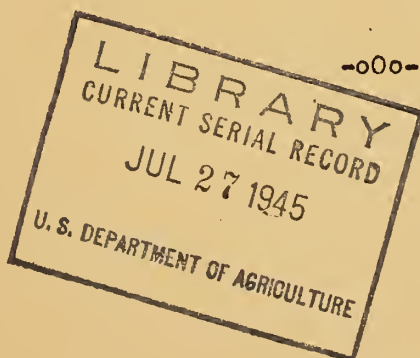
9:15 A.M. PWT

" A CANNING BEE "

July 14, 1945

More and more homemakers are taking advantage of the nation's
six thousand community canning centers...to preserve food to meet
their family needs next winter.

The July 14 broadcast of CONSUMER TIME takes listeners on an
imaginary visit to one of these canning centers and teaches "haughty"
Mrs. Davidson a good lesson at the same time. Johnny and Mrs. Frey-
man point out that community canning is not only fun...but goes a long
way toward saving family ration points...and cash!



"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK - COAST TO COAST- *SATURDAYS*

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT



what's coming

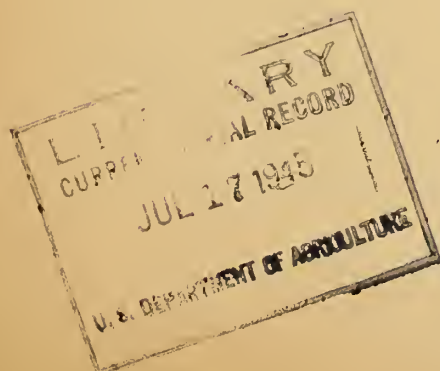
SPRINGTIME IN JULY

July 21, 1945

A veteran Victory Gardener decides that fresh vegetables from his garden will taste just as good in the late fall as they do in midsummer. As a result...he embarks on a program of replacement planting. How he went about it and what he gained will be told on CONSUMER TIME, the U. S. Department of Agriculture's program, over the NBC Network July 21, at 12:15-12:30 PM - EWT.

Mrs. Freyman and Johnny are cast as "after office hours" farmers.

-oOo-



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"Consumer Time"

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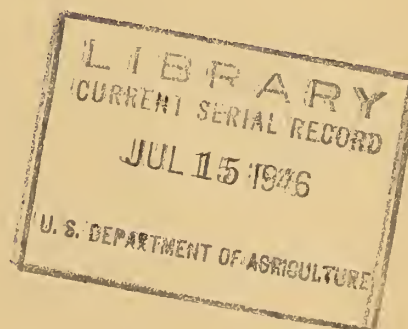
CONFERENCE IN CARACAS

July 28, 1945

CONSUMER TIME goes a-visiting July 28, when the NBC-Department of Agriculture program is picked up from Caracas, Venezuela, the site of the Third Pan-American Conference on Agriculture.

Featured on the broadcast will be high Government officials from the United States, Central and South American countries in discussions of post-war planning for food and agriculture in the Americas.

-oOo-



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"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK - COAST TO COAST- SATURDAYS

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT



what's coming

SAFE AT HOME

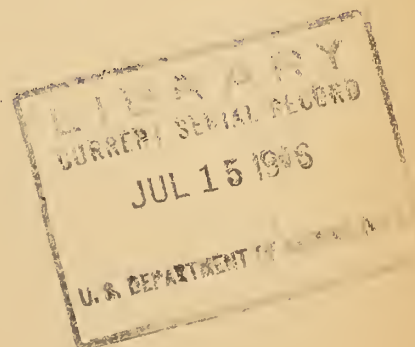
August 11, 1945

More people lose their lives in home accidents than in any other single kind of accident. More people are hurt in falls...most accidents happen in the kitchen...just around mealtime...more often on Saturday and Monday.

These and many other interesting and important accident facts are brought to CONSUMER TIME listeners, on Saturday, August 11, 12:15-12:30 PM - EWT.

In a fast-moving humorous drama...CONSUMER TIME tells the story of the Jones family...an absent-minded family that some kind of accident is always happening to. Mrs. Freyman and Johnny do the narrating, and there are plenty of good sound lessons on home safety, for every listener.

-oOo-



"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK - COAST TO COAST - SATURDAYS

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U. S. DEPARTMENT OF AGRICULTURE

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT

what's coming

INDUSTRY CONTINUES IN-PLANT FEEDING

September 15, 1945

America's mighty industries are swinging back to peace-time production. Are plants still going to feed workers on the job, the way they did in wartime? Is it still important that industry "eat a lunch that packs a punch"?

CONSUMER TIME, Saturday, September 15, (12:15-12:30 PM - EWT) will tell the story of the amazing job done by industry in on-the-job feeding...and how this vast program will be carried on in peace-time, the way it was during the war.

Workers have learned not only to eat plenty...but to eat a healthful, balanced diet. How this has been accomplished...how it has benefited not only the worker but his family as well, is a dramatic story. The program uses the story of a well-known Aircraft Company as a background...telling how war workers were induced to select balanced diets, by means of a weekly plant-wide menu contest, with prizes for the winners.

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"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK - COAST TO COAST- *SATURDAYS*

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT



what's coming

YOUR KITCHEN TOMORROW

September 22, 1945

What's the truth about the post-war kitchen?

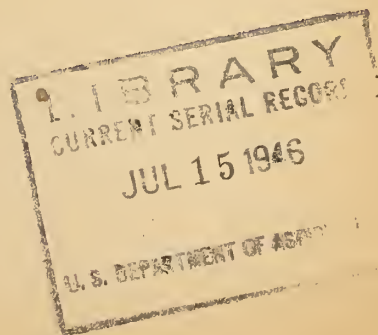
Will we have all the sensational new inventions and gadgets we've heard about for so long? Will our kitchen tomorrow really be streamlined...and completely automatic?

CONSUMER TIME, Saturday, September 22, will tell the story of the new kitchens.

What the new stoves will be like...the new refrigerators...the new ranges and other kitchen equipment...will be told in highly entertaining fashion by CONSUMER TIME's Mrs. Freyman and "Johnny". The new kitchens will be...above all...practical...they will be planned to save steps and save work...and they will not...for a long time at least...be the spectacular "Buck Rogers" kitchens full of magical gadgets that accomplish all the work at the twirl of a dial.

Listeners will hear a practical, useful story of post-war kitchens, based on authentic research and information.

-oOo-



"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK - COAST TO COAST- SATURDAYS

12:15 P.M. EWT

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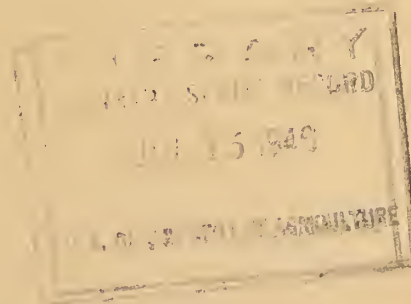
BEHIND THAT LABEL

September 29, 1945

CONSUMER TIME, on Saturday, September 29, tells the story of the Food and Drug Administration. The program dramatizes the story of how consumers are protected by the many regulations of the Food, Drug, and Cosmetic act. Listeners will learn why foods and medicines are labeled the way they are...they will hear what happens if, by accident, a mistake has been made in a medicine which has already reached the market; they will hear a dramatic account of how food poisoning is traced back to the source.

Many of the other important activities of the Food and Drug Administration are told in a highly entertaining fashion...in this educational edition of the Department of Agriculture's CONSUMER TIME program.

-oOo-



"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST

SATURDAYS

12:15 P.M. EST

11:15 A.M. CST

10:15 A.M. MST

9:15 A.M. PST



what's coming

13 WEEKS
Jan. 5-Mar. 30, 1945

U. S. DEPARTMENT OF AGRICULTURE

Presented below is the tentative CONSUMER TIME schedule for 13 programs. While conditions may occur to vary these scheduled programs, it is the policy to hold to it as closely as possible. Ideas for future programs from station Program Managers are always welcome...simply address CONSUMER TIME, Washington 25, D. C.

- Jan. 5 - ORANGES, LEMONS, GRAPEFRUIT! Plenty of them this winter. Dramatic story of how volunteers turn out with smudge pots and thermometers to save citrus orchards from a freeze. Value of citrus fruits to health. Ways to prepare them.
- Jan. 12 - FABRICS IN THE SPRING. When there will be more men's clothing; more shirts, suits, etc. Outlook for spring clothes. The cotton situation. Mending Men's Suits, give-away.
- Jan. 19 - WHERE CAN I GET A JEEP? The story of war surplus goods. Where war surplus food stocks go. Also clothing, and other articles of use to consumers.
- Jan. 26 - CARE OF ELECTRICAL APPLIANCES. Electric household gadgets and appliances still hard to get. Importance of taking care of them. How to do it.
- Feb. 2 - FARMERS REPORT TO THE NATION. Pick-ups from KOA, Denver with Hal Renollette, interviewing a rancher; from WMAQ, Chicago with Everett Mitchell talking to a corn-hog farmer; from WEAF, New York, with Don Lerch talking over the poultry and egg situation with a poultryman. Outlook for food; production goals...from the farmer himself.
- Feb. 9 - CONSUMER CREDIT. Pro and con as to whether or not wartime credit controls should be lifted. Effect on prices, business, consumer. Also effect on inflation.
- Feb. 16 - TRANSPORTATION OF FOOD. Dramatic story of how food is transported across the country; many steps it goes through; care that's taken in transporting fruits; final benefits to consumer.
- Feb. 23 - UNRRA OVERSEAS. Pick-up from Greece to tell story of UNRRA and relief feeding. Will overseas feeding affect our home food supply? How the food gets to its destination. What foods we're sending.
- Mar. 2 - YOUR PEACETIME GARDEN. Not a call for Victory Gardens, but suggestions for gardeners. Talk about flowers. New varieties of vegetables as developed in USDA laboratories.
- Mar. 9 - BETTER HEALTH FOR RURAL AMERICA. Country doctors, rural health problems, USDA health programs. What can be done, what is being done to improve health of rural people.
- Mar. 16 - STANDARDIZATION AND INSPECTION of canned foods. Benefits of USDA food grading to homemaker. How it is done, dramatized.
- Mar. 23 - CHICKENS AND EGGS. The poultry situation. And the importance of eggs in your diet. Some new findings by USDA scientists on eggs. They will be in abundant supply at this time.
- Mar. 30 - SEEDS. The dramatic story of seeds...how they have been developed in this country in wartime; where they have gone; what the postwar story is.

"Consumer Time"



what's coming

Presented by THE WAR FOOD ADMINISTRATION
N.B.C. NETWORK - COAST TO COAST- SATURDAYS

MAR 13 1945

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AGRICULTURE

12:15 P.M. EWT
11:15 A.M. CWT
10:15 A.M. MWT
9:15 A.M. PWT

PLEASE NOTE: CHANGE IN SCHEDULE

Because of the President's Inauguration ceremonies, CONSUMER TIME will not be broadcast on Saturday, January 20th.

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WHERE ARE THE DRUMSTICKS?

January 13, 1945

"Where Are the Drumsticks?" the program originally scheduled for January 20 will be broadcast on January 13. And on January 27, the program on Standardization and Inspection of Army foods will go on as scheduled.

"Where Are the Drumsticks?" will tell the homemaker, in a series of entertaining dramatic episodes, why she's not finding as much chicken as usual, on her local market.

The program will emphasize that "chicken is for fighters first". And to show just how much a chicken dinner means to men on the fighting front, CONSUMER TIME will dramatize a true story of how two chicken-hungry soldiers in a South Pacific jungle procure a fowl by extremely devious means.

The show concludes with the latest news on the chicken situation, and outlook for the coming year.

"Consumer Time"

Presented by



THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST

APR 9 - 1946

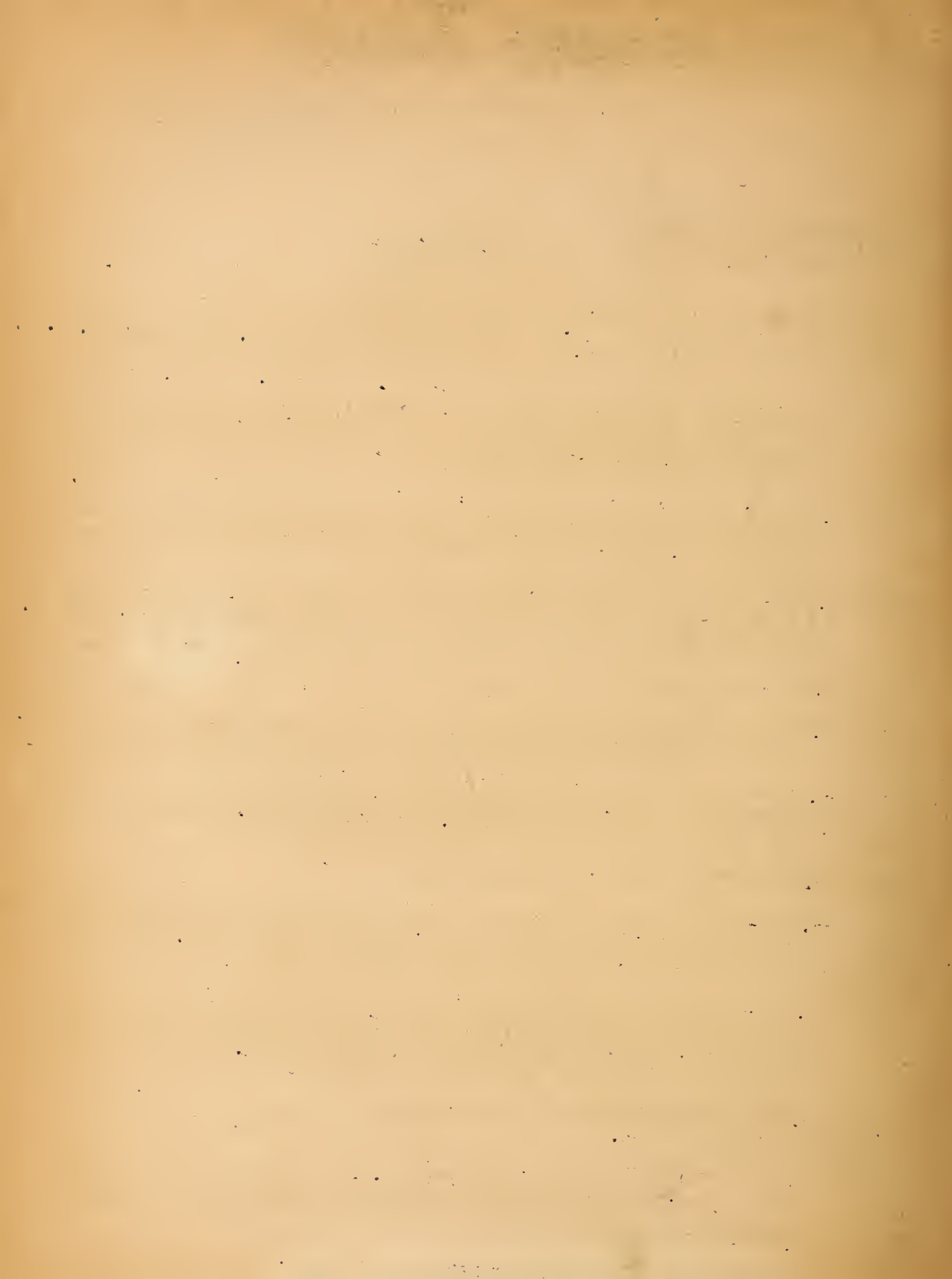
SATURDAYS
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11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

what's coming

13 WEEKS S. DEPARTMENT OF AGRICULTURE
Oct. 6-Dec. 29, 1945

Presented below is the tentative CONSUMER TIME schedule for 13 programs. While conditions may occur to vary these scheduled programs, it is the policy to hold to it as closely as possible. Ideas for future programs from station Program Managers are always welcome...simply address CONSUMER TIME, Washington 25, D. C.

- Oct. 6 - A SCIENTIST VISITS THE SOVIETS: Dr. Charles E. Kellogg, Chief of the Division of Soil Survey, USDA, visited Russia on personal invitation of the Russian Academy of Sciences. Tells about everyday life of the people. Russian consumers' postwar problems.
- Oct. 13 - FABRICS FOR FALL AND WINTER: Certain fabrics still very scarce. Dramatized story of why; what homemakers can do to make over and conserve clothes. Give-away: "Knitwear Make-Overs".
- Oct. 20 - CONFERENCE IN CANADA: Pick-up from Quebec, scene of International Conference of the Food and Agriculture Organization. Round-table discussion among delegates Anna Lord Strauss, Woot-Tseun Wu, A.M. Duckham.
- Oct. 27 - THE FUEL SITUATION: The fuel story this winter. How to conserve fuel.
- Nov. 3 - FROM A FIRE TOWER: The exciting story of the work of America's forest rangers. How the Forest Service helps protect the nation's forests.
- Nov. 10 - SAVING THE LAND: Importance to consumer of modern methods of soil conservation. How millions of acres of land the country over have been saved from erosion and ruin. Dramatized story.
- Nov. 17 - THANKSGIVING - 1945 - America at peace.
- Nov. 24 - SIX DINNERS A WEEK: Lively story of how a working couple cooperated in getting quick dinners for two, using healthful menus and recipes. One dish meals. Suggestions for six quick dinner menus.
- Dec. 1 - WINTER AND A HUNGRY WORLD: The work of UNRRA (the United Nations Relief and Rehabilitation Administration.) The up-to-date story of what has been done, and what is being done by this important organization to alleviate suffering and starvation throughout the world.
- Dec. 8 - PEACE IS WORTH PAYING FOR: The Victory War Loan story. Guests to be announced.
- Dec. 15 - YOUR HOME TOMORROW: What to plan for...what to expect, in your postwar home. Some new developments for better family living in the postwar world.
- Dec. 22 - A CHRISTMAS FANTASY
- Dec. 29 - A PREVIEW OF THE FOOD SITUATION FOR 1946: With top agriculture officials speaking from Washington.



"Consumer Time"

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK - COAST TO COAST- *SATURDAYS*

12:15 P.M. EWT

11:15 A.M. CWT

10:15 A.M. MWT

9:15 A.M. PWT



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what's coming

A SCIENTIST VISITS RUSSIA

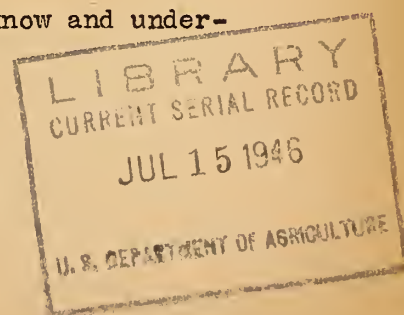
October 6, 1945

Consumers will hear an entertaining account of life and everyday living in Russia, told by a scientist just returned from there...on Saturday, October 6, 1945 - 12:15-12:30 PM - EST.

The speaker is Dr. Charles E. Kellogg, Chief of the Division of Soil Survey of the U. S. Department of Agriculture. Dr. Kellogg, with several other scientists, was recently invited to visit the Soviet Union, as guest of the Russian Academy of Sciences. He went on personal invitation and as a private citizen, and while there had a chance to visit Russian families, and talk to many people.

The picture he gives is a most interesting one, particularly because it describes the little-known, everyday things about life in Russia. What the people are eating; what they are wearing; how they are adjusting their lives to postwar living. Listeners will welcome this first-hand story, which will help them know and understand better consumers' life in the USSR.

-oOo-



"Consumer Time"

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THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK - COAST TO COAST- SATURDAYS

12:15 P.M. EWT

11:15 A.M. CWT

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what's coming

FABRICS FOR THE FALL AND WINTER

October 13, 1945

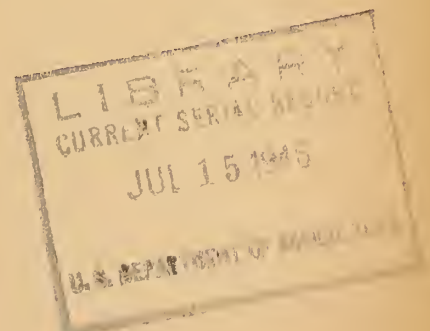
Consumers will find a continued shortage of heavy knitwear and certain other fabrics throughout the fall and winter.

CONSUMER TIME, Saturday, October 13, gives the latest dope on the fabric situation; telling what is likely to be more plentiful when... and what the reasons are behind continued shortages.

The broadcast dramatizes some of the things homemakers can do to mend, remake, and otherwise conserve the family's clothes.

Give-away is a 15 page Department of Agriculture booklet entitled "Knitwear Make-Overs", giving detailed directions on how to make little ones out of big ones.

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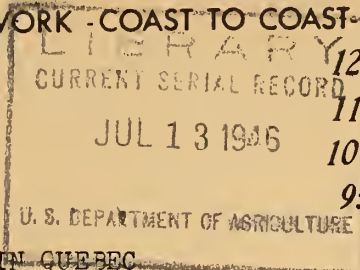
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what's coming



12:15 P.M. EWT
11:15 A.M. CWT
10:15 A.M. MWT
9:15 A.M. PWT

CONFERENCE IN QUEBEC

October 20, 1945

CONSUMER TIME picks up from Quebec, Canada, scene this month of the first conference of the Food and Agriculture Organization of the United Nations.

Delegates to the conference will take part in a round-table discussion of the work of the Food and Agriculture Organization...from the consumer standpoint.

Guests on the program will be Anna Lord Strauss, President of the National League of Women Voters, and United States delegate to the conference; Dr. Woot-Tseun Wu, Chinese woman nutritionist and representing China's Government; and Mr. A. M. Duckham of the United Kingdom Ministry of Agriculture and Fishery, representing Great Britain. Moderator will be WEAF Farm Director, Don Lerch.

Of vital interest to every consumer, every farmer and producer of agricultural products, the Food and Agriculture Organization is the first permanent United Nations Organization to be set up after the war. CONSUMER TIME's panel discussion gives a clear and compelling picture of the work of this important world conference.

"Consumer Time"

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THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST

SATURDAYS
12:15 P.M. EST

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what's coming

SAVING FUEL AT HOME

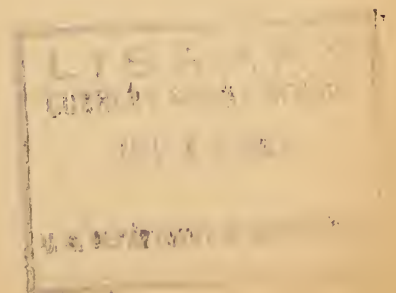
October 27, 1945

Consumers in many parts of the country may find it difficult to find their favorite fuel this winter...in the quantity they want. For all consumers everywhere, it is economical and smart to conserve heat, and save fuel.

CONSUMER TIME, in an entertaining dramatization, tells why...and relates some of the many, many things people can do to conserve heat in their homes. (Saturday, October 27, 1945...12:15-12:30 PM - EST)

How to build a furnace fire efficiently...how and where to insulate a home...and other interesting and informative hints on fuel conservation...are delightfully told on this important pre-winter broadcast of CONSUMER TIME.

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Presented by



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N.B.C. NETWORK COAST TO COAST

SATURDAYS
12:15 P.M. EST

11:15 A.M. CST

10:15 A.M. MST

9:15 A.M. PST

what's coming

FROM A FIRE TOWER

November 3, 1945

CONSUMER TIME listeners will hear the dramatic story of Uncle Sam's Forest Rangers...how they detect fires from fire towers; how "smoke jumpers" fight fires by parachute jumping...and some of the many other ways the Rangers protect the nation's forests. (Saturday, November 3, 1945 - 12:15-12:30 PM - EST.

The work of the U. S. Forest Service is told in a highly entertaining and educational way. Consumers will learn, for instance, that the country's forests are not being grown as fast today as they are being depleted.

Offered as give-away will be a special kit prepared for CONSUMER TIME listeners, containing pamphlets entitled "Cooking Over the Campfire"...and "Don't Kill the Forest Goose".

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"Consumer Time"

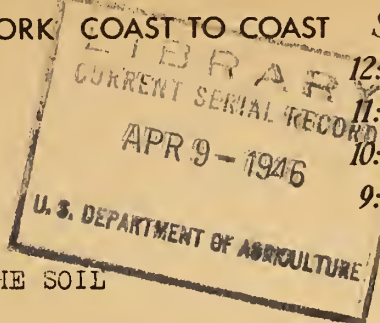
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12:15 P.M. EST
11:15 A.M. CST
10:15 A.M. MST
9:15 A.M. PST

SAVING THE SOIL

November 10, 1945

From Australia to China...from the Union of South Africa to Canada...the areas of good, food-producing land on earth is steadily shrinking before the marching onslaught of erosion. There is no longer an abundance of good producing land to feed and clothe the people of the world.

These, and other interesting and little-known facts about soil...and soil conservation...are entertainingly told on CONSUMER TIME, (Saturday, November 10, 1945....12:15-12:30 PM - EST).

How the United States has pioneered in conservation of soil ...and what this means to American homemakers today...is presented in a lively drama...of vital interest to consumers everywhere.

-oOo-

Consumer Time

Presented by

THE U. S. DEPARTMENT OF AGRICULTURE
N.B.C. NETWORK COAST TO COAST

SATURDAYS

12:15 P.M. EST

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10:15 A.M. MST

9:15 A.M. PST



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what's coming

YOUR HOME OF TOMORROW

December 15, 1945

CONSUMER TIME listeners will hear dramatized the entertaining story of the House of Tomorrow, Saturday, December 15, 1945 - (12:15-12:30 P.M. - EST).

Mrs. Freyman and Johnny, with a cast of characters, will describe in glowing detail...the wonders of the modern home...new inventions...new designs...new household gadgets...things that consumers can buy now, as well as things that are as yet only dreams for the future.

There are many practical hints for homemakers in this lively edition of the U. S. Department of Agriculture's CONSUMER TIME.

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